Course Descriptions None 2017-2018

Course Title	Marketing Research Methods
Course Code	EBC4080
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	4-9-2017	27-10-2017		X	X		X
4	5-2-2018	6-4-2018		X	X		X

Level	Advanced
Coordinator	Martin Wetzels For more information:m.wetzels@maastrichtuniversity.nl
Language of instruction	English

Goals

In order to develop an effective marketing strategy marketing managers require an in-depth understanding of the market environment of their business. Marketing research is critical in providing relevant, accurate and timely information for marketing decision making in a dynamic global environment. Marketing research aids marketing managers in specifying, collecting, analyzing, interpreting and communicating information, so that they can choose the most appropriate marketing strategy among the alternatives available.

The main goal of the course Marketing Research Methods can be formulated as follows: To provide you with the marketing research methods necessary for analyzing data in order to improve marketing decision-making. To achieve this objective we will:
1.Introduce relevant data analysis methods which will help to improve marketing decision-making;
2.Apply these data analysis methods in a team assignment using the statistical software package IBM SPSS as analysis platform using a hands-on, data-based case approach;
3.Interpret the empirical results obtained from the data analysis in IBM SPSS;
4.Present and communicate the findings in a meaningful way and
5.Provide management implications for marketing decision making using a hands-on, data-based approach.

Description

During this course we will introduce relevant data analysis methods: (1) basic (univariate and bivariate) data analysis methods, (2) AN(C)OVA, (3) Correlation and Regression Analysis, (4) Factor Analysis, (5) Cluster Analysis and (6) Perceptual Mapping and Conjoint Analysis. The course consists of lectures and tutorials planned in tandem. During the lectures we will address the objectives of the data analysis tools, the underlying assumptions, the most important findings which can be obtained using the method, and explain how the analysis platform IBM SPSS can be used to conduct the analyses. Using practical data analysis assignments participants can apply these data analysis methods using IBM SPSS in teams. During their work on the team assignments participants requiring assistance will receive support during the Q&A session which are planned between the lectures and the tutorials. During the tutorials a team of participants will present the findings of their analyses using SPSS and interpret these findings to obtain recommendations for marketing decision-making. Participants will receive constructive feedback from a discussant team and the tutor.

Literature

•Malhotra, N. (2010). Marketing Research: An Applied Orientation. Upper Saddle River: Pearson/Prentice-Hall, Ch. 14-21. (Please note this is the 6th edition! If you took the course Customer Analysis you already might have acquired this book) [ISBN: ISBN-10: 0136094236, ISBN-13: 978-0136094234]
•Pallant, J. (2013). SPSS Survival Manual: A Step by Step Guide to Data Analysis Using SPSS for Windows. Maidenhead: Open University Press/McGraw-Hill, Ch. 1-19 & Ch. 22. [ISBN: ISBN-10: 0335262589; ISBN-13: 978-0335262588]

Prerequisites

All students who are admitted to the Master of Science in International Business can follow this course. Exchange students with a Bachelor degree in Business, or with another Bachelor degree including a minor in Marketing are also admitted. The course assumes knowledge of statistical techniques at intermediate level, and of marketing research at introductory level.

Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Participation / Written Exam
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Master Business Research	Methodology Electives
Master Business Research Track OR	Methodology Electives
Master International Business Specialisation Marketing-Finance	Compulsory Courses
Master International Business Specialisation Strategic Marketing	Compulsory Courses
SBE Exchange Master	Master Exchange Courses
SBE Non Degree Courses	Master Courses